

94 NAME GENERATION BY EVENT CATEGORY

	Event Attendance	% of Total Event Attendance	Total Name Generation	% of Total Name Generation	% of Total Event Attendance to Total Name Generation
Festivals:	1,402,000	15.4%	18,218	10.1%	1.3%
Hispanic Festivals:	1,780,000	20.0%	23,031	12.8%	1.3%
State Fairs:	1,950,000	21.5%	23,029	12.8%	1.2%
State Fair Concerts:	3,537,480	39.0%	77,800	43.4%	2.2%
Hispanic Concerts:	80,000	.8%	10,460	5.8%	13.1%
Military Concerts:	115,000	1.2%	16,975	9.5%	14.8%
Dance:	<u>194,750</u>	<u>2.1%</u>	<u>10,040</u>	<u>5.6%</u>	<u>5.1%</u>
Totals:	9,059,230	100%	179,553	100%	2.0%